

MINUTES

SPECIAL MEETING OF
CITY OF ALAMEDA AMERICA'S CUP COMMITTEE
THURSDAY, SEPTEMBER 8, 2011
6:00 PM

1. **CALL TO ORDER**

The meeting commenced at 6:04 p.m.

Present: Chair Chris Seiwald, Brad Shook, Dave Bloch, Jim Oddie, John Platt, Kame Richards, David Lee, Jack Boeger, Leslie Cameron, Kathie Woulfe, David Forbes.

Absent: Kame Richards

Staff: Donna Mooney, Lori Taylor, Eric Fonstein

Public: Deborah Wright, Barry Demak, Jerry Brown, Kathy Doulabi, Karen Bey, David Ross, Randy Rentschler.

1. **CALL TO ORDER AND ROLL CALL**

2. **MINUTES**

3. **CONSENT CALENDAR**

6. **NEW BUSINESS**

Note: With the consent of the Committee, Item 6.a. was moved to the beginning of the agenda.

6.a. Presentation by Donna Mooney, Acting City Attorney, regarding the Ralph. M. Brown Act.

Ms. Mooney mentioned that boards and commissions are not bound by Roberts Rules.

Ms. Mooney distributed an outline of her presentation (attached). Ms. Mooney also referred to a League of Cities booklet on open and public forums (available at <http://www.cacities.org/openandpublic>). The Brown Act, also known as the Open Meeting Law, was passed in the 1950s because of a series of articles in the *San Francisco Chronicle*, entitled "Your Secret Government." To prevent "backroom deals," the law requires meetings to be open to the public and properly noticed. Alameda, as a Charter City with basic control over its own

affairs, has to comply with the Brown Act. It applies to governing and appointed bodies.

At its July 21, 2011, the Alameda City Council formalized the America's Cup Ad Hoc Committee, thereby making it subject to Brown Act requirements. Ms. Mooney said that the Committee will also be subject to the City's Sunshine Ordinance, increasing government transparency. The Ordinance is being drafted and expected to go before the City Council by the end of the year.

Ms. Mooney said that the Brown Act prohibits a "series of communications", sometimes called "daisy chains", that form a collective concurrency on an item. The Act requires that the committee members need to be in the same room at that same time, so that the public can hear and understand how the committee arrives at its decisions. The Act prohibits having a go-between person polling committee members on an item. Ms. Mooney advised that the Committee should stay away from e-mails sent to all committee members. Instead, she recommended that information should be sent to a City staff person, who can then disseminate the information to the entire Committee. Ms. Mooney will research the issue concerning the Committee's use of Googlegroup.

Ms. Mooney said that the Committee can briefly respond to Public Comments or give direction to staff to follow up. However, extended discussion is prohibited.

4. ORAL COMMUNICATIONS – PUBLIC

Kathy Doulabi—she offered her company's services to create a virtual America's Cup village and organize events, similar to the night club events she organized in San Francisco. Chairman Seiwald suggested that she participate in the Events Subcommittee.

Randy Rentschler, Director, Legislation and Public Affairs, Metropolitan Transportation Commission—offered his services to help coordinate all transit operations.

5. UNFINISHED BUSINESS

- 5.a. Approve Recommendations to City Manager.
Chairman Seiwald called on the subcommittees to report on their recommendations for consideration and approval.

Promotion Subcommittee Recommendations (Mr. Boeger and Mr. Bloch)

- a) The Committee to create a speakers bureau to make presentations, attended by a City representative, to local business and civic organizations. The Committee will prepare a list of talking points and handout materials.
- b) The City to provide funds to produce collateral materials and to provide other resources, such as meeting locations, to support the Committee's promotional activities.

Events Subcommittee Recommendations (Mr. Shook and Mr. Platt)
Mr. Platt said that he had e-mailed Ariel Ungerleider, Community Outreach Manager for the America's Cup Event Authority, regarding the promotion of the following three events:

- a) Alameda Educational Fund "Pirates in Paradise" event;
- b) Film night at the Alameda Theater; and
- c) America Cup theme at the Fourth of July parade.

Lori Taylor reviewed the meeting held earlier in the day with the City of San Francisco Office of Economic and Workforce Development and the America's Cup Event Authority:

- Super yachts demand is being determined. San Francisco feels that it can accommodate the demand with perhaps spill over demand for five super yacht spaces for entire area. San Francisco said that they will know more in December.
- The Event Authority intends to create a berthing website to centralize information for all of the marinas in the region.
- The Event Authority also plans to create a database of maritime services and suppliers, vetting the information before it is posted.
- The Event Authority said that it is willing to promote non-race day events, such as Alameda's Fourth of July parade.

Community Development Subcommittee—Mr. Seiwald said that they had nothing to report.

Housing Subcommittee Recommendations (Mr. Lee and Ms. Bey)

- a) promote Alameda's history as a resort community as part of its marketing approach.
 - The City should work with the Chamber of Commerce to promote Alameda as a tourist destination and resort community.
 - The City should create a monthly newsletter to inform and engage the community on tourism issues, meetings, events, and projects in Alameda.

- The City should create a new tab in the "Visit Alameda" section of the City's website to promote Alameda hotels, vacation rentals, and similar tourist-related information.
- b) Promote the development of a high-end motor coach park.
 - The City to secure Navy approval to use Senior NCO Clubhouse and surrounding land for the development of a high-end Motor Coach Park.
 - The City to issue a Request for Proposals to secure a developer experienced in developing and managing a Motor Coach Park.

Land-to-Sea (Dry) Transportation Subcommittee

Recommendations (Mr. Platt)

- a) The City to provide overflow parking areas for expanded Ferry services.
- b) The City to explore additional landing points for expanded Ferry service.
- c) The City to work with WETA to develop Ferry service to Treasure Island.
- d) The City to explore the feasibility of a City shuttle service to mitigate traffic and to move visitors around the Island.

Sea (Wet) Transportation Subcommittee Recommendations (Ms. Cameron and Ms. Wright)

- a) The City to survey the marinas for potential space for super yachts. The survey should also inventory all size slips that may be available.
- b) The City to submit maritime information to Niccolo Porzio di Camporotondo, the America's Cup Event Authority Super Yacht Director, for him to include in his Asia Pacific brochure for super yachts. (Note, this has already been accomplished.)
- c) The City to coordinate information with "Alamedawaterfront.com" website.
- d) The City to coordinate estuary activities with City of Oakland.

Syndicates Subcommittee Recommendations

- a) The City should offer space at Alameda Point for racing syndicates. The Committee suggested inviting syndicates on a site tour of Alameda Point and offering them free space in exchange for paid improvements.

Chairman Seiwald asked committee members to e-mail final recommendations to Mr. Fonstein. Mr. Lee made motion to approve the recommendations; Mr. Oddie seconded the motion. Unanimously approved.

Chairman Seiwald said that the next step will be to present the recommendations to the City Manager. Committee will be represented by Chairman Seiwald and Mr. Platt.

6. **NEW BUSINESS**
7. **REPORTS**
8. **WRITTEN COMMUNICATIONS**
9. **ORAL COMMUNICATIONS – COMMITTEE MEMBERS AND STAFF**
10. **ADJOURNMENT**